

Nr. 03  
Munich, April 23, 2014  
**Press Release**

ISPO Textrends

## **Textile Trends For Fall/Winter 2016/17**

- Trend Preview For Designers and Product Developers
- Registration For ISPO Textrends Forum 2015 Now Open

Corinna Feicht  
Projekt-PR Referentin  
Tel. +49 89 949-21473  
corinna.feicht@  
messe-muenchen.de

**What are the stimuli, themes and colors that will influence the textile innovations for fall/winter 2016/2017? In cooperation with trend experts ISPO has been observing global developments, and thus provides designers and product developers with an advance preview of the resulting textile trends. In 2016/17 the challenges include offering genuine innovations, raising the subject of sustainability to new levels and ensuring improved function at the same time. Anyone interested in finding out details on the latest textile trends, please contact [stephanie.ledru@pascher-heinz.com](mailto:stephanie.ledru@pascher-heinz.com).**

ISPO is well known as a network revolving around innovation. Year-round trend observation and identification is one of the special services provided to the sports business. In the textile segment ISPO analyzes the variety of influences and generates an advance overview of the textile trends on the sportswear market for fall/winter 2017/18.

Furthermore, the textile trends act as a guideline for companies wishing to participate in the ISPO Textrends Forum 2015 at ISPO MUNICH. The informative platform for innovative fabrics and components experienced a 63-percent increase in visitors in 2014, and will once again present new products from the sportswear manufacturing sector at next year's event.

International trend expert Louisa Smith explains how textile trends come to life: "We focus our observations on social trends, influences from the arts, digital

media, film, music and sports. In addition, we analyze consumer demands and present the latest developments by the fiber and chemical industry. The combination of all imprints its mark on the future textile market.”

The resulting textile trends encompass **three megatrends**, pre-determined **trend colors** and **five detailed textile trends**.

### **Overview of the Textile Trends for Fall/Winter 2016/2017**

#### **Megatrends – Zeitgeist, Progression, Tecvolution**

Three megatrends impact the textile selection in the sports market in fall/winter 2016/17:

**Zeitgeist** encourages the tapping of all opportunities presented by our time period and infusing the active wear market with new inspiring products. **Progression** focuses on strengthening the subject of sustainability by making it even more comprehensive and consistent. **Tecvolution** strives to turn futuristic concepts into everyday products and allow the public to benefit from their advantages.

#### **Color Palette Fall/Winter 2016/17**

In terms of colors the textile trends draw from the Pantone chart Active Instinct. Four additional complementing color charts accompany the trends for 2016/17.

#### **Textile Trends:**

##### **Activation, Duality, Hardcore, Dexterity, Circuit**

Five detailed textile trends reflect a variety of influences ranging from consumer behavior to the state of the global economy.

**Trend 1 – Activation.** This trend describes the latest functional factors that improve performance and wellness.

**Trend 2 – Duality.** Increasing acceptance of responsible production processes results in a combination of eco-friendly processes with sustainable production.

**Trend 3 – Hardcore.** This trend relies on innovative fiber and textile composition resulting in a strong appearance and maximum function, as a result of the increasing demand for protective features in active wear.

**Trend 4 – Dexterity.** The optical stimulation of consumers with the help of colors or prints is extremely important for the continuing development of the market. The senses are excited without compromising function or protective characteristics of the fibers, fabrics or surfaces.

**Trend 5 – Circuit.** Intelligent technology has become indispensable in the life of consumers; therefore it is time to take advantage of this hyper-connective atmosphere when considering the latest generation of textiles.

Companies wishing to present their products at the ISPO Textrends Forum may register at <http://textrends.ispo.com> beginning in late May. The registration deadline is September 5<sup>th</sup>, 2014. An international jury of experts will evaluate all entries.

For more information on the ISPO Textrends Forum please refer to [www.ispo.com/textrends](http://www.ispo.com/textrends) and facebook: <http://www.facebook.com/ispo>.

#### **Messe München International**

Messe München International is one of the world's leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München International are all independently audited.

In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa. With a combination of affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.

#### **About ISPO**

Under its ISPO brand Messe München International offers events and year-round services to the international sports business. The goal of the full-service provider is to offer its customers added value for successful positioning within the international competition. The provided services help customers increase their profitability as well as strengthen personal contacts and business relationships. The services currently include ISPO ACADEMY, ISPO AWARD, ISPO COMMUNITY, ISPO TEXTRENDS, ISPO BRANDNEW, ISPO CARD, ISPO JOBS and ISPO NEWS. As globally successful sports business platforms and multi-segment trade shows ISPO MUNICH and ISPO BEIJING offer a comprehensive overview of their respective markets.